

Provider Customer Service Program (PCSP) of the Year - 2014

Extraordinary Performance... Extraordinary Results

The Centers for Medicare & Medicaid Services (CMS) is continuing to present this award to acknowledge excellence in the operation of the Provider Customer Service Programs (PCSPs) at the Medicare Administrative Contractors (MACs). CMS' vision of an outstanding PCSP is one in which all aspects of the PCSP - Provider Contact Center (PCC), Provider Outreach and Education (POE), and Provider Self-Service (PSS) Technology – are strategically coordinated so that the whole reflects accomplishments greater than the sum of the parts. For this award, which will be presented in late 2014, CMS wishes to recognize not only the excellent performance of a MAC PCSP that is meeting and/or exceeding CMS' performance standards, but one that fosters a culture of accountability among PCSP staff resulting in a PCSP that reflects the best in supporting CMS' mission of providing accessible, accurate, timely, and consistent information to Medicare providers.

In selecting the most outstanding PCSP for 2014, CMS would like to recognize a **PCSP of the Year**, whose accomplishments include, but are not limited to, the following:

1. Integrated PCC, POE, and PSS Technology in performing the PCSP work.
2. Service accountability – The extent to which a PCSP's accomplishments reflect a culture of responsibility and responsiveness towards the Medicare program and its providers.
3. Enhanced provider experience.
4. Outstanding performance.
5. Provider satisfaction through timely delivery of accurate and consistent information.
6. Enhanced accessibility to provider customer service and self-service tools.
7. Savings to the Medicare Trust Fund through the reduction of provider claim submission error rates/improper payments.
8. Enhanced communication and collaboration to improve internal (other functional departments within the MAC's operations) and external (CMS, other MACs, Medicare partners, providers) partnerships.
9. Enhanced data analysis resources to improve management capabilities, such as monitoring and reporting.
10. Enhanced PCSP due to creative/innovative solutions.
11. Streamlined PCSP operation increasing effectiveness, efficiency, reliability and/or optimization of resources.
12. Maintaining a cost-effective PCSP operation.
13. Improved PCSP productivity, team work, morale, training and retention.
14. Contributions (i.e., as a leader, outstanding contributor, key player) leading to improved PCSP operations at a national level (e.g., overall PCSP performance, self-service technology, quality of operations, provider education and outreach, staff development and idea sharing with CMS and other MACs.)

Winning the PCSP of the Year

The PCSP of the Year is an award given to a MAC's entire PCSP operations. The MAC who wins the **PCSP of the Year** will receive the following recognition and accolades:

1. **PCSP of the Year** Award plaque and Certificate, presented at the 2014 Fall Contractor Executive Meeting.

2. Award letter from the Acting Director, Provider Communications Group/Center for Medicare/CMS with a copy to the Acting Director, Medicare Contractor Management Group/Center for Medicare/CMS.
3. Recognition on the CMS Contractor Provider Customer Service Program Exemplary Practices web page located at <http://www.cms.gov/Medicare/Medicare-Contracting/FFSPProvCustSvcGen/Exemplary-Practices.html>.
4. Announcement via messages from the Provider Customer Service Program User Group (PCUG) listserv.

Award Criteria

MACs shall nominate themselves for the **PCSP of the Year**. The CMS will evaluate each nomination based on the following criteria:

1. **Approaches That Show Proven Results** - Demonstrate outstanding quantifiable results that exceed the PCSP standards or that show significant improvement in meeting and/or exceeding PCSP standards on a consistent basis while maintaining a cost-effective PCSP operation. PCSP proven results includes, but are not limited to, the following:
 - a. Performance standards according to the CMS Internet Only Manual (IOM) Publication Number 100-9 *Medicare Contractor Beneficiary and Provider Communications Manual*, Chapter 6 and the Medicare Administrative Contractor's Statement of Work (SOW). For example:
 - i. §60.1 - POE - Electronic Mailing List (Listserv) Subscribership
 - ii. §60.2 - Telephone Standards (includes sections 60.2.1 through 60.2.5)
 - iii. §60.2.6 - QCM Performance Standards
 - iv. §60.3.1 - QWCM Performance Standards
 - v. §60.3.2- Written Inquiries Timeliness (includes sections 60.3.2.1 through 60.3.2.4)

Please note the list above is not an all-inclusive list of the performance standards evaluated for the **PCSP of the Year** Award and that for evaluation purposes, requirements in the MAC SOW may differ from, and shall supersede, those requirements indicated above.
 - b. Accuracy Rate as a result of CMS' Direct Monitoring
 - c. Website Satisfaction Scores
2. **Creative/Innovative Approaches** – Demonstrate creative/innovative approaches to PCSP challenges. Approaches under this criterion consider the MAC's achievements as a result of the implementation of cutting-edge ideas, concepts, products, processes or tools that are new or enhanced. This criterion also evaluates the benefits of these approaches to the MAC's PCSP culture, operation, providers, and the Medicare program that went above and beyond the requirements found in the CMS IOM Publication No. 100-09 *Medicare Contractor Beneficiary and Provider Communications Manual*, Chapter 6, and the MAC SOW. Such benefits include, but are not limited to, increased PCC/employee efficiency, improved personnel productivity, enhanced performance, improved provider experience, cost effectiveness, savings to the Medicare program through error rate reduction/reduction in improper payments, ease in provider access to service and/or to POE activities, and provider satisfaction.
3. **Strategic Collaboration** – Achieve a comprehensive, coordinated and integrated PCSP by working jointly in a purposeful manner with internal components of the MAC's organization and external groups, such as CMS, other MACs, the provider community, and other key stakeholders. PCSP internal and external strategic collaboration considers the MAC's achievements that reflect significant outcomes as a result of

new and/or improved initiatives broadening benefits for the contractor's PCSP, CMS and/or the provider community. Strategic collaboration includes, but is not limited to, contributions to national PCSP initiatives/partnerships, new and improved strategies with the POE Advisory Groups and external provider organizations, consultation with, or surveys of, the provider community, and special initiatives for providers with unique characteristics. Uniqueness in the strategic collaboration and the benefits delivered to partners/customers are key objectives to excel on this criterion.

Please note that in order to perform a comprehensive evaluation of a MAC's nomination for the **PCSP of the Year**, CMS may choose to perform, at a minimum, some of the following activities: conduct interviews (i.e., from partners and collaborators that may include CMS Regional Office/Central Office staff, providers), validate/analyze performance data, and/or ask for references or request additional information about the nominee. Nominations from previous winners must clearly differentiate the work that distinguishes their 2014 **PCSP of the Year** Award nomination from the work that was the basis for a previous **PCSP of the Year** award.

Nomination Process

1. Contractors may obtain all the 2014 **PCSP of the Year** Award documents (i.e., Criteria, Nomination Template, and 2014 PCSP of the Year DOs and DON'Ts) at <http://www.cms.gov/Medicare/Medicare-Contracting/FFSProvCustSvcGen/Exemplary-Practices.html>.
2. Contractors may review the 2014 PCSP of the Year DOs and DON'Ts before outlining the MAC's accomplishments in the Nomination Template so that they are presented strategically.
3. Contractors shall complete the Nomination Template referenced in item 1 to be considered for the **PCSP of the Year** Award. All applicable supporting documentation should be included with the submission. Please refer to the Attachment – "PCSP of the Year Standard Nomination Template - 2014" - for additional instructions on the award submission.
4. Nominations shall not exceed 10 pages total, excluding supporting documentation.
5. Nominations are due by close of business August 15, 2014.
6. Accomplishments cited in the nomination should be noteworthy, achieved anytime in the previous 12-month period (i.e., August 2013 - July 2014), and show a trend covering several months. However, the activities leading to the accomplishments may have been implemented prior to August 2013.
7. In order to continue being considered for the **PCSP of the Year** award, nominees shall continue meeting/exceeding the award criteria after the award nomination submission date.

Number of Awards

The CMS will select only one MAC for this award per year. The CMS will announce the winner in the last quarter of calendar year 2014.

Nomination Submission Process

All nominations shall be submitted electronically, except for any supporting documentation that is not available electronically. Nominations and supporting documentation shall arrive at CMS by close of business on August 15, 2014.

- E-mail
 - E-mail nominations and supporting documentation to the Provider Services Mailbox at providerservices@cms.hhs.gov with the subject line: PCSP of the Year Nomination.
- Mail
 - Send hardcopy supporting documentation that is not available electronically to:

PCSP of the Year Supporting Documentation
CMS/CM/PCG/DCPC
7500 Security Boulevard, Mailstop C4-13-07
Baltimore, MD 21244-1850

Questions about the Nomination Process

Send questions and comments about the **PCSP of the Year** nomination process to the Provider Services Mailbox at providerservices@cms.hhs.gov with the subject line: PCSP of the Year Nomination Process.